New Business Tools
2014 ANNUAL REPORT

A Review of the Most Important Tools Your Agency Should Be Using for New Business
Background


The Annual Report summarizes information gleaned from close to 350 agency executives on the effectiveness of a wide variety of new business tools they use to support and grow their business. It also surveys which tools are overrated and which ones need to be developed further. It gives agency teams a roadmap for the coming cycles of New Business, in terms of which tools to maintain and which to evaluate for the future.

Mirren Business Development and RSW/US's respective databases of senior agency executives were used for this study. The survey was fielded in March and April 2014.

ABOUT MIRREN BUSINESS DEVELOPMENT

Mirren is exclusively focused on new business strategy for marketing services agencies across all disciplines. They work closely with agency principals and new business leaders who are fighting the battle for growth every day at their agencies. Mirren offers three services: Online Membership, On-Site New Business Training, and Live Events, including the annual Mirren New Business Conference held each May in NYC. More information about Mirren can be found at www.mirren.com or by contacting Brent Hodgins at brent.hodgins@mirren.com.

ABOUT RSW/US

RSW/US is a full service, outsourced agency lead generation and new business development firm that helps marketing service companies (exclusively) find and win new business. They help Agencies find qualified leads, set meetings, better position them in the market, and help move them closer to close. More information about RSW/US can be accessed at:www.rswus.com or by contacting Lee McKnight Jr. at lee@rswus.com.
Executive Summary

In our second annual survey of New Business Tools most crucial to agencies, we saw a high level of participation across the board. Nearly 350 agency representatives gave us their candid feedback on the tools they couldn’t live without, and those that disappointed them.

In this report you’ll see that Salesforce is the most often mentioned tool for agencies. But many agencies want more from it – either in terms of customization or training. Social Media Tools continue to be relied upon to generate SEO, but agencies don’t agree on the best way to monitor the effectiveness of their social efforts. Email marketing services are also heavily relied upon, but as one agency principal noted, ‘the tool is only as good as the content you put into it’. Many agencies long for better prospecting resources – in terms of more up-to-date information and granular details on leads. And while many agencies rely on the project management software used for client projects, many look for a tool that is more customized to the fast pace of the pitch process, and the limited resources of a small business development team.

We trust you’ll find this report a provocative and candid look at the landscape of agency new business and the resources needed to grow your business.

USAGE OF AGENCY NEW BUSINESS TOOLS

In our second year with this survey, social media tools stand at the top again with 89% of all agencies reporting they use it for new business.
We saw some interesting drops in certain categories from last year’s survey: in research, project management, list building and inbound tools, with the largest drop (7%) in social media monitoring tools.

The increases from last year are noteworthy as well: a slight uptick in social media tools, and larger increases in SEO (7%), email marketing (8%) and CRM tools (11%).

We created 4 new questions to lead off the survey report this year, to further glean overall agency new business insights. Those questions were: 1) list your agency’s three most essential new business tools. (e.g. the software and services that help your agency drive new business growth, increase brand awareness or track leads); 2) describe the ideal new business tool you wish existed (or a major improvement to a current tool you wish would be implemented?); 3) what new business tool are you hearing the most buzz about? and 4) if you had to name one, which new business tool/platform do you think is the most overrated?

The answers to these questions, as well as results and perspective on specific categories and tools agencies use for new business, are presented in the following pages.

<table>
<thead>
<tr>
<th>TOOLS</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Platforms</td>
<td>89%</td>
<td>87%</td>
</tr>
<tr>
<td>SEO Tools</td>
<td>74%</td>
<td>67%</td>
</tr>
<tr>
<td>Email Marketing Services</td>
<td>63%</td>
<td>55%</td>
</tr>
<tr>
<td>Research Services</td>
<td>58%</td>
<td>60%</td>
</tr>
<tr>
<td>CRM/Contact Management Software Platforms</td>
<td>56%</td>
<td>45%</td>
</tr>
<tr>
<td>Project Management/Collaboration Tools</td>
<td>54%</td>
<td>59%</td>
</tr>
<tr>
<td>Social Media Monitoring Tools</td>
<td>46%</td>
<td>53%</td>
</tr>
<tr>
<td>Prospect Contact/List Building Services</td>
<td>38%</td>
<td>43%</td>
</tr>
<tr>
<td>Marketing Automation/Inbound Marketing Platforms</td>
<td>18%</td>
<td>22%</td>
</tr>
</tbody>
</table>
Table of Contents

Who Responded? 6

What Are Your Three Most Essential Agency Tools Today? 7

Describe The Ideal New Business Tool 8

What New Business Tool Are You Hearing The Most About? 10

What’s The Most Overrated New Business Tool? 11

Channel Specific Questions 12

SOCIAL MEDIA TOOLS 12

SOCIAL MEDIA MONITORING TOOLS 15

CRM/CONTACT MANAGEMENT SOFTWARE 18

RESEARCH SERVICES 22

PROSPECT CONTACT/LIST BUILDING SOFTWARE 27

SEO TOOLS 31

EMAIL MARKETING SERVICES 34

MARKETING AUTOMATION/INBOUND MARKETING PLATFORMS 38

PROJECT MANAGEMENT/COLLABORATION TOOLS 41

Glossary 46
Who Responded?

Small, mid-size and large agencies were all well represented across the nearly 350 respondents in 2014. This is fairly consistent with the distribution of agencies nationally as well.

How many employees do you have in your agency across all locations?

- 0-25: 22.1%
- 26-50: 35.5%
- 51-99: 14.5%
- 100-150: 5.5%
- 150+: 22.1%

Similar to 2013’s Annual Report, the most senior agency role, CEO, COO or President, was the most likely to respond. Agency New Business leads were a close second. In 2014, we saw an increase in Creative and Strategy lead participation, while Account Management stayed flat.

How many employees do you have in your agency across all locations?

- President/CEO/COO: 6%
- Account Manager/Director/VP: 37.1%
- Creative Manager/Director/VP: 44.0%
- New Business Manager/Director/VP: 9%
- Strategy Manager/Director/VP: 3.9%
What are your three most essential agency tools today?

Before we dive into specific tool types, we asked agencies which tools they found most crucial in growing their business currently.

What were the three brand names that came up most often in this open-ended question?

Salesforce was the hands-down winner. In this top-tier, the other brands mentioned most often were LinkedIn and The List. Not surprising, considering these are well-established, proven tools in new business training, contact management and lead generation.

In the second tier of most commonly mentioned essential brands, the tool set was a little more diverse in terms of type of service offered. HubSpot is the next up and coming leader in this tier. Next up were Mintel, Access Confidential and Basecamp.

Beyond these known brands, there were a wide variety of email deployment systems, but no single brand name rose to the top.
Describe the Ideal New Business Tool

Once we’d learned what tools Agency execs couldn’t live without, we probed on what they’d like to see next. We asked them to describe the ideal new business tool, or a major enhancement to a tool they were already using.

This was clearly a question that tapped into numerous pain points. Some of the most common themes were:

MORE ACCURATE PROSPECT DATA
Possibly the most often mentioned item was the overall frustration with various prospect database services not having up-to-date information, especially when it comes to e-mail addresses. Agencies also longed for more pitch-specific information, such as size of budget and past creative work to be included.

“A database of marketers that can guarantee more accuracy than 20% as far as marketing leadership at corporations; news and creative product, also that accurately represents current agency relationships”

AGGREGATION OF NEW BUSINESS INFORMATION WITHIN AGENCY
Since New Business departments tend to run very lean, many are looking for online tools and systems that can replace much of the project management work in prospecting and responding to RFPs. Agencies are also looking for better online resources to keep track of all the various pitches they’ve already responded to, so that they don’t need to re-invent the wheel with every new pitch. Several asked for an ‘automated’ RFP responder that would pull answers from past responses to create a first draft.

“A new business checklist tool, allowing your agency to submit deadlines and to-dos. The tool would help manage, send reminders, provide suggestions/tips, etc.”

“Lead tracking, resource management, project tracking - somewhere between Salesforce (too robust) and Excel (too simplistic, not online)”
BETTER DATA ABOUT WHO’S VISITING THE AGENCY WEBSITE

While there are already tools out there, many agencies want a simple and inexpensive way to see which prospects are visiting the agency’s website. Many agencies see their website as a crucial part of their lead generation strategies, but don’t know how to assess who’s coming to their site and how to move them further through the funnel.

A ‘MATCH.COM’ OR ‘E-HARMONY’ SERVICE, FOR MATCHING UP CLIENTS AND AGENCIES

Agencies are frustrated by the Procurement and Pitch Consultant process. Several suggestions were made to bypass them altogether and ‘put the power in the cloud’ and not only let clients find agencies, but help agencies reach out to clients that they are well suited for. Taking a page from the numerous online dating sites, there is an opportunity for an industry ‘matchmaking’ site that allows greater breadth of connection and information between agencies and prospects.

MAKING CURRENT TOOLS MORE TAILORED TO AGENCY NEEDS (OR JUST EASIER TO USE)

In terms of improving current services, three brands came up most often: Salesforce, LinkedIn and HubSpot.

In the case of Salesforce, though it appears to have high penetration among agencies, many are frustrated with its lack of customization to agency parameters and fields.

“An easy-to-use tracking database for hosting all pertinent client and prospect information - an “Apple-like” version of Salesforce.”

“A simplified CMS that allows user-defined fields, note taking and searchability, along with calendar integration. Most systems (Salesforce!) are way too complicated for a small to mid-size agency’s needs.”

For LinkedIn, many wanted more robust data on prospects, or easier integration with their CRM tools. Several thought that LinkedIn was ‘dated’ and hadn’t evolved to meet agency needs.

Finally for HubSpot, the challenge was maximizing its value. Many knew it has more features than they were using, and didn’t know how to capitalize on them within their agency.
What New Business Tool Are You Hearing The Most Buzz About?

Interestingly, the tools with the most buzz aren’t new. Similar to prior questions, Salesforce is still the most talked about tool for agencies. Some agencies are already utilizing Salesforce and looking at new extensions they offer, while other agencies are just getting on the bandwagon. HubSpot is the clear #2 most buzzworthy tool this year, followed by LinkedIn. Similar to Salesforce, some agencies are trying to figure out how to better maximize this service.

In the next tier, Marketo and Docurated all showed a significant number of responses.

And while not naming a particular tool or service, agencies are still trying to figure out how to apply the best practices of social marketing to their own campaigns.

“The tools with the most buzz aren’t new”
What’s The Most Overrated New Business Tool?

We also wanted to look at the flipside – what tool or service has received a lot of hype but not delivered on those promises.

It may come as no surprise that being the most recognized tool comes at a cost. Salesforce is also mentioned as the most overrated new business tool. This may be due to the high expectations that agencies place on the ease of implementing this tool.

Salesforce and Facebook are mentioned most often as the most overrated. Social media tools are in the middle of the pack. They’re followed by Twitter, LinkedIn and HubSpot.

As noted in the prior responses, some of this disappointment may arise from the difficulty in using these tools easily. Some are seen as too time consuming and others are too broad and diffuse (e.g. Facebook) to truly target marketing prospects.

“Marketing automation platforms are only as good as the content you create for them”
CHANNEL SPECIFIC QUESTIONS

Social Media Tools
**CHANNEL SPECIFIC QUESTIONS**

**Social Media Tools**

In terms of social media tools, nearly 90% of agencies use at least one for their new business efforts. This is similar to last year’s reported use, at 87%.

Do you currently use Social Media as part of your new business efforts? (e.g. Twitter, Facebook, Google+, LinkedIn)?

As to which tools they specifically use, it was a wide spectrum, with LinkedIn and Twitter in the lead. But surprisingly Facebook was the third most used platform, even though it was considered the most over-hyped Social Network in the prior question.

Which of the following Social Media platforms do you currently use? (Please choose as many as apply.)

- Google+: 8.13%
- Facebook: 16.98%
- Twitter: 17.49%
- Vimeo: 5.66%
- Pinterest: 5.76%
- LinkedIn: 19.75%
- YouTube: 10.80%
- Instagram: 6.07%
- Vine: 2.67%
- Quora: 0.93%
- SlideShare: 5.35%
- XING: 0.41%
In terms of effectiveness, Social Media Tools are holding their own. Compared to other tools, Social Media Tools have a fairly positive reputation. Less than 5% see it as not at all effective, while more than 40% rate it at 6 or higher.

Thinking about the Social Media tools you use, how effective are they at helping your agency drive new business efforts? (1=Not at all effective; 10=Very effective)

It is refreshing to see agencies embracing social to the same intensity as they recommend for their client’s brands. Social can be a very cost-effective investment in increasing an agency’s category awareness – if that agency is willing to dedicate enough resources to keep the content fresh and focused. It doesn’t have to be exhaustive – clients don’t expect agencies to post on a daily basis. But it must be relevant to the audience – prospective clients, targeted by category.

Specifics comments from agencies on Social Media Tools:

“Driver of brand awareness but not lead generation.”

“As long as we have directed our efforts accordingly for the right social media channel, we have seen great success in new biz leads through social media.”

“Getting continually more effective – a year ago I would have rated social media a ‘3’.

“We view social as a way to verify expertise and amplify search. Only LinkedIn is a strong New Business tool.”
CHANNEL SPECIFIC QUESTIONS

Social Media Monitoring Tools
CHANNEL SPECIFIC QUESTIONS

Social Media Monitoring Tools

Not as widely implemented as the social media platforms themselves, less than half of agencies use monitoring tools to measure the performance of those platforms. 2014’s usage of monitoring at 46.5% is a 7% drop from last year. This is surprising given the increasing pressure for measurable results from social.

Do you currently use Social Media Monitoring Tools to support your new business efforts? (e.g. HootSuite, Klout)?

- **No** 46.50%
- **Yes** 53.50%

Of those who use a monitoring platform, HootSuite was by far the most popular, followed by Radian6 and TweetDeck.

Which of the following Social Media Monitoring Tools do you currently use? (Please choose as many as apply.)

- **Sysomos** 6.29%
- **Sprout Special** 7.43%
- **TweetDeck** 16.57%
- **HootSuite** 29.71%
- **Klout** 13.14%
- **Social Tracker** 5.71%
- **Lithium** 0.57%
- **Radian6 (Salesforce)** 16.57%
- **Meltwater** 4.00%

“We use the tools with our clients so we use them for ourselves as well”
Agencies noted:

“We use the tools with our clients so we use them for ourselves as well.”

“They really don’t offer a very comprehensive, insightful dashboard.”

“… again, due to level of activity on social media (Facebook, Twitter, etc.), effectiveness is minimal...”

Beyond which tools were used, their overall effectiveness in driving new business was measured. The good news is for those agencies that did implement these tools, they’re seen as very effective. It makes sense, given how agencies are continually looking for ways to measure their own marketing efforts more precisely.

Thinking about the Social Media Monitoring Tools you use, how effective are they at helping your agency drive new business efforts? (1=Not at all effective; 10=Very effective)
WHAT NEW BUSINESS TOOL ARE YOU HEARING THE MOST BUZZ ABOUT?

CRM/Contact Management Software

CHANNEL SPECIFIC QUESTIONS
**CHANNEL SPECIFIC QUESTIONS**

## CRM/Contact Management Software

Given the high awareness of Salesforce, it’s no surprise that CRM/Contact Management software use is higher – at over 55%. This is a significant jump from 2013, when only 45% of respondents said they were using these types of tools.

Do you currently use CRM/Contact Management Software to manage your new business prospects? (e.g. Salesforce, SugarCRM)?

![Bar Chart](image)

- **Yes**: 55.56%
- **No**: 44.44%

In terms of the specific tools used, it's also no surprise that Salesforce dominates. However, the simplest form of CRM, Excel, closely follows it. Most other platforms such as ACT, Microsoft Dynamics and Goldmine are still trying to get a toehold in this market.

Which of the following CRM/Contact Management Software platforms do you currently use? (Please choose as many as apply and indicate if usage is for contact management only or as a full CRM suite.)

### Contact Management Only

- **Salesforce**: 40.00%
- **ACT!**: 10.77%
- **SugarCRM**: 7.69%
- **Microsoft Dynamics CRM**: 1.54%
- **Goldmine**: 1.54%
- **Daylite**: 1.54%
- **Workamajig**: 7.69%
- **Highrise**: 3.08%
- **Nutshell**: 0.00%
- **Infusionsoft**: 0.00%
- **Excel**: 26.15%
This workhorse category so essential to agency lead generation and management does well in terms of effectiveness in the eyes of most agency executives.

Thinking about the CRM/Contact Management Software you use, how effective is it at helping your agency drive new business efforts? (1=Not at all effective; 10=Very effective)

Considering the sizeable investment of dollars and time to really make a CRM program effective, it’s a good sign to see most agencies rate their solution solidly in the positive half – at a 5 – 8 in terms of effectiveness.
Specifically, agencies said:

“I am a team of 1, so I find it difficult to make time to keep up with my lead management in Salesforce.”

“The full capabilities have been dulled by management to reduce automating tasks for daily activity.”

“…cumbersome and not built for our industry - I need something more intuitive to how an agency cultivates business and allows for collaboration.”

“Principals in agency do not like using it - prefer to communicate through email.”

“Salesforce and Excel dominate the playing field in CRM”

It is a positive indicator that agencies are acting more like the brands they represent and investing in some form of CRM. While it’s clear that the very basic tool, Excel, is still the starting point for some agencies; at least some agencies are starting to become more sophisticated in the way they track and measure their prospects database, and that they market more frequently and consistently to those prospects.
CHANNEL SPECIFIC QUESTIONS

Research Services
While some agencies use research for ongoing prospecting efforts, from our own experience, it’s predominantly used for pitching/proposals. Regardless of where it’s used, it is good to see 58% of agencies employing a research service, only down slightly from 60% in last year’s survey.

Do you currently use Research Services to support your new business efforts (e.g. Mintel, Hoovers)?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>58.12%</td>
<td>41.88%</td>
</tr>
</tbody>
</table>

Most interesting in light of last year’s survey is the high number of agencies using the 4A’s for research at 13%, versus last year with only two mentions.

Having said that, the distribution was fairly even, with Forrester, Hoovers, The List, eMarketer, Mintel and Access Confidential all within 5 percentage points of each other behind the 4A’s.

Of note is that several of the open-ended comments also mentioned in-house research as the definitive agency method.

“Research is only as good as the agency’s interpretation of it”
Which of the following Research Services do you currently use? (Please choose as many as apply.)

- Mintel: 7.79%
- CEB Iconoculture: 2.87%
- Datamonitor: 3.69%
- GLG: 1.23%
- Gartner: 2.87%
- Simmons: 5.74%
- trendwatching.com: 3.28%
- Hoovers: 11.07%
- Forrester: 11.89%
- AAAA (4A’s): 12.70%
- The List: 9.02%
- Pearlfinders: 1.64%
- eMarketer: 9.43%
- Access Confidential: 6.56%
- Second Wind: 3.28%
- LexisNexis: 6.15%
- USA TouchPoints: 0.82%

In regards to overall effectiveness, 72% of agencies indicated research effectiveness fell between 5 and 8 (out of 10), so first takeaway for agencies is: if you’re considering research tools for new business, your peers are finding them effective.
Thinking about Research Services you use, how effective are they at helping your agency drive new business efforts? (1=Not at all effective; 10=Very effective)

In the open-ended comments, there were some cons:

“Often they aren’t fast or specific enough never provides an aha moment to win business. Either too late or irrelevant to our domain expertise.”

On the flip side, several agencies see the value:

“These are very informational tools that really help ramp up on a client’s business quickly.”

“Critical for learning about client, consumer, market, trends, etc.”

“They support the development and rationale of our strategic thinking as well as elevate our insight and knowledge of that category, consumer and brands.”

However, in our view the most balanced usage for new business, and one agencies must keep in mind, was in this agency comment:

“We use our research services to monitor trends, companies’ current campaigns and upcoming needs, and conduct research on prospective clients, their competitors and overall product categories to get smart in advance of a pitch or prospecting outreach effort.”
Research for new business is essential, although understandably it adds another layer and time element where you rarely have much to begin with.

Your keys to success in research for new business, in reverse order, are 1) continued education once your client is already on board to stay on top of trends and consistently remind your client that you are the expert (remember that clients tend to live in a bubble), 2) arming yourself with information prior to the pitch to show your expertise and that you’ve done your homework and 3) finding that piece of information or industry trend that immediately shows your prospect that you “get it,” but also to show that this is what it will be like when they work with you: continual value.

The agencies that see research as the silver bullet will be disappointed, but it is crucial to new business success as one tool in your toolbox.
Prospect Contact/List
Building Software
Almost 39% of agencies use contact/list building software, although there was a nearly 5% drop from last year’s survey.

Do you currently use Prospect Contact/List Building services/tools to generate new business prospect lists (e.g. The List, Jigsaw)?

LinkedIn and The List led the pack with 31% and 26% respectively, with Jigsaw and Access Confidential coming in as the next strongest contenders.

Which of the following Prospect Contact/List Building services do you currently use? (Please choose as many as apply.)

Undoubtedly, LinkedIn accounts for the lead percentage with the basic version being free, providing a limited amount of information and information that must be manually captured unless a connection exists.
As to overall effectiveness, 64% of agencies surveyed found their service mostly effective, with 5 through 8 (of 10) accounting for that percentage.

Thinking about the Prospect Contact/List Building service you use, how effective is it at helping your agency drive new business efforts?

![Bar chart showing effectiveness ratings](chart)

The comments from agencies provided further pros and cons.

A few of the cons mentioned:

"They’re all out of date and they don’t have adequate search capabilities."

"Do not address size of communications budget very well."

As to pros, one comment summed it up best:

"Building a large list to send mass, unsolicited emails to doesn’t seem to be as effective as more targeted, personalized outreach. This takes more time and effort of course, but ultimately seems to be more successful (and doesn’t seem like an impersonal SPAM attack)."

A giant, indiscriminate list, per the above comment, is ultimately not the best use of agency time.

A large, targeted list, however, broken up and coupled with more personalized outreach, is ideal.
This approach does take more time and effort, but is ultimately worth it.

Understandably, not every agency has the manpower to create lists in-house, and a solid percentage of agencies are getting help from companies that specialize in list building, often with accompanying research.

The bottom line: the backbone of any strong new business effort is a solid list, whether built in-house or through an outsourced group.

“Use is down from last year - based on challenges of scale and accuracy”
CHANNEL SPECIFIC QUESTIONS

SEO Tools

74% of agencies use SEO tools, a 7% increase over last year’s survey response, showing the growing importance agencies place in:

- **Yes**: 74.36%
- **No**: 25.64%

Of interest is Google’s slight uptick (from 66% to 70% this year) but more surprisingly is the appearance of MOZ (not represented at all in last year’s survey) in second place at 15% this year, with Spy Fu climbing to 10% (from 3% last year). These three constituted the bulk of SEO platform usage.

Which of the following SEO Tools do you currently use? (Please choose as many as apply.)

- **Google (Analytics or Keyword**: 70.25%
- **SpyFu**: 9.92%
- **MOZ**: 14.88%
- **MixRank**: 0.00%
- **SEO Spyglass**: 1.65%
- **BrightEdge**: 3.31%

67% of agencies surveys said their SEO platform’s effectiveness fell between 4 and 7 (out of 10), so not quite as effective as previous tools we’ve seen so far in the survey.
Thinking about the SEO tools you use, how effective are they at helping your agency drive new business efforts? (1 = Not at all effective; 10 = Very Effective)

Several agencies have harnessed SEO tools for new business to their benefit:

“It allows us to see what impact we are making and assess corrective action steps.”

“We often are told by prospects that they found us by doing a Google search of some of our keyword terms (CPG agency, for example). We find that updating and keeping track of our SEO performance is one of the top ways that we can generate awareness of and interest in our agency.”

However, the majority of agency comments reveal why SEO tools aren’t fully embraced:

“We don’t optimize with enough frequency.”

“Not enough agency resources applied to them for new biz.”

“We’re probably not fully harnessing their power.”

“Mostly it is about the time it takes to work on our business versus our clients. Classic case of Cobbler’s children.”

What we’ve found working with agencies, as with any tool, the easier it is to master, the more they’ll use it.

Combine that with a better overall agency understanding of SEO and its importance to new business and the 7% increase in usage from last year becomes evident.
CHANNEL SPECIFIC QUESTIONS

Email Marketing Services
Email Marketing Services

Email Services saw an 8% increase this year to 63%, up from 55% last year, showing that agencies are finding further value in prospecting via these services.

Do you currently use Email Marketing Services to support your new business efforts (e.g. Emma, MailChimp)?

While MailChimp comes in for the second year as most-used (28%) and Constant Contact is a close second again this year (26%), there’s also a much wider playing field this year.

Emma climbs 5% to 16% this year, but Campaign Monitor and Silverpop, who both received only a few mentions last year, appear for the first time this year at 10% for each.

Unsurprisingly, given the fairly straightforward nature of these services, most agencies, more than 72%, find them somewhat to very effective.
Thinking about the Email Marketing Services you use, how effective are they at helping your agency drive new business efforts? (1 = Not at all effective; 10 = Very effective)

Several takeaways for agencies here-first, agencies have obviously taken note of the somewhat crowded playing field and explored more options than in 2013.

Second, as one comment pointed out,

“Depends mostly on the content, not the service provider.”

With the crowded playing field, these service providers will need to make customer service and additional services beyond the basics paramount, as agencies tend to view many of them as providing identical services.

When it comes to Email Marketing Services, it’s a great time to shop around if you’re an agency.

Third, it should be mentioned that several agencies in the comments use in-house programs and HubSpot as an email provider within the full suite of HubSpot services.

One last point to consider:

“The tracking/reporting as to what devices emails are opened on, which areas are being clicked on, survey responses, etc., all provide valuable data that optimizes relevancy in iterative communications...”
While it takes more of an effort, without utilizing all of your email marketer’s services and optimizing your communication, you should consider why you’re spending the money.

Strangely, a few agencies don’t see the value, or at least, the full potential, in email as part of a new business program:

“We only use email as a touchpoint around seasonal holidays, etc.”

“The emails are driven by creative and not new business focused. Good for existing clients but not net new revenue.”

Without doubt inbound continues to drive new business for agencies, and those opt-ins, once parsed through, can be vital. But any strong inbound program ultimately needs to be complimented by an equally strong outbound program, to increase awareness at all levels.
MARKETING AUTOMATION/INBOUND MARKETING PLATFORMS
CHANNEL SPECIFIC QUESTIONS

Marketing Automation/Inbound Marketing Platforms

A small drop compared to last year, with 18% of agencies stating they use Inbound platforms, versus 22% last year.

Do you currently use Marketing Automation/Inbound Marketing Platforms to support your new business efforts (e.g. HubSpot, Marketo)?

Overwhelmingly HubSpot remains dominant with 62% usage and Pardot (Salesforce) next at 19%, however, both gained favor with agencies, as HubSpot rose 11% from 51% last year and Pardot went to 10% from 4% last year.

Which of the following Marketing Automation/Inbound Marketing Platforms do you currently use? (Please choose as many as apply.)

The biggest surprise comes from agency opinions of overall effectiveness. Last year only 43% of agencies surveyed found their inbound platforms effective, versus 78% this year, a huge jump.
Thinking about the Marketing Automation/Inbound Marketing Platform you use, how effective is it at helping your agency drive new business efforts? (1 = Not at all effective; 10 = Very effective)

While the percentage increase is surprising, last year (and even this year) agencies are still becoming acclimated to inbound platforms and the best way to fully integrate them into the agency new business structure. Per this agency comment:

“All new, too early to call.”

Of those finding inbound effective, this comment sums up the overall stance:

“Focused our efforts, provides engagement with our prospects and automated follow up of information they showed interest in.”

While the effectiveness is good news for these companies, agencies haven’t embraced these platforms to a great extent (4% less than last year).

From our own experience, these platforms are still somewhat daunting to agencies from the perspectives of time and cost. However, the high level of effectiveness shows that agencies employing these platforms are finding success.

“Effectiveness ratings jumped from 43% to 78% in 2014.”
CHANNEL SPECIFIC QUESTIONS

Project Management/Collaboration Tools
Usage was down slightly from last year, with 54% of agencies using Project Management software, versus 59% last year.

The two most-used project management tools remain consistent from last year’s survey with Basecamp coming in on top at 56% (up from 50%) and Workamajig at 19% (slight drop from last year at 22%).

Last year these two dominated this category, however this year the field is more competitive, with both Advantage and Asana debuting at 8% and 6% respectively. Honorable mention goes to Trello, which was mentioned several times in the open-ended comments and is new to the survey.

Which of the following Project Management/Collaboration Tools do you currently use?
Overall effectiveness of these tools is in question, given 56% reported they are somewhat effective to not-at-all effective and 44% reporting they find these tools effective overall.

Thinking about the Project Management/Collaboration Tools you use, how effective are they at helping your agency drive new business efforts?

<table>
<thead>
<tr>
<th>Score</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6.67%</td>
</tr>
<tr>
<td>2</td>
<td>7.50%</td>
</tr>
<tr>
<td>3</td>
<td>12.50%</td>
</tr>
<tr>
<td>4</td>
<td>9.17%</td>
</tr>
<tr>
<td>5</td>
<td>20.00%</td>
</tr>
<tr>
<td>6</td>
<td>13.33%</td>
</tr>
<tr>
<td>7</td>
<td>15.83%</td>
</tr>
<tr>
<td>8</td>
<td>8.33%</td>
</tr>
<tr>
<td>9</td>
<td>5.00%</td>
</tr>
<tr>
<td>10</td>
<td>1.67%</td>
</tr>
</tbody>
</table>

Comments were, as expected, mixed.

“Clients like to know we use something, anything. As long it means keeping their projects on track and on time.”

Similar to inbound CRM, several agencies keep looking for that “best” platform.

“We are constantly in search of a better solution.”

In regards to effectiveness, as in agency new business overall, time plays a factor, as does having the team fully embrace the platform:

“Not everyone engages in it.”

Several agencies didn’t see the correlation to new business, only to project management. While we would agree that main usage for these tools is keeping work on track, several agencies commented on their additional usage for new business:

“Agencies still looking for a better system tailored to the needs of Business Development”
“Basecamp helps us stay organized with workflow, individual assignments and deadlines during an active pitch. Advantage helps us to organize and manage our new business jobs and track costs. We separate our new business jobs into two categories (new vs. organic growth), and within those four sub-categories (pitch, prospecting, externalization and newbiz operations).”

“They provide the basic management functions...we use our automated campaign management/email marketing tool to provide these same services for new biz efforts...”
If you would like to reproduce any of our findings in any format, please contact either Brent Hodgins at Mirren Business Development (212) 388-9544 or brent.hodgins@mirren.com; or Lee McKnight at RSW/US (513) 559-3111 or lee@rswus.com.
Glossary

SOCIAL MEDIA PLATFORMS
Google+
Facebook
Twitter
Vimeo
Pinterest
LinkedIn
YouTube
Instagram
Vine
Quora
Slideshare
Xing
Tumblr

SOCIAL MEDIA MONITORING TOOLS
Sysomos
Sprout Social
TweetDeck
HootSuite
Klout
The Social Tracker
Lithium
Radian6 (Salesforce)
Meltwater

CRM/CONTACT MANAGEMENT SOFTWARE PLATFORMS
Salesforce
ACT!
SugarCRM
Microsoft Dynamics
GoldMine CRM
Excel
Daylite
Workamajig
Highrise
Nutshell
Infusionsoft

RESEARCH SERVICES
Mintel
CEB Iconoculture
Datamonitor
GLG
Gartner
Simmons
trendwatching.com
Hoovers
Forrester
AAAA (4A’s)
The List
Pearfinders
eMarketer
Access Confidential
Second Wind
LexisNexis
USA Touchpoints

PROSPECT CONTACT/LIST BUILDING SERVICES
Access Confidential
Jigsaw (Data.com)
The List
Manta
InsideView
Advertising Dbase
Red Books
LinkedIn
Hoovers
Pearfinders

SEO TOOLS
Google (Analytics or Keyword Planner)
SpyFu
MOZ
MxRank
SEO Spyglass
BrightEdge

EMAIL MARKETING SERVICES
Emma
MailChimp
iContact
Constant Contact
VerticalResponse
Campaign Monitor
CheetahMail
ExactTarget (Salesforce)
Silverpop

MARKETING AUTOMATION/INBOUND MARKETING PLATFORMS
Hubspot
Marketo Spark
Pardot (Salesforce)
Eloqua
Velocity (formerly Leads360)
LoopFuse
Genius

PROJECT MANAGEMENT/COLLABORATION TOOLS
Basecamp
Lighthouse
FunctionFox
Workamajig
Central Desktop
Advantage
PBworks
Asana